TABLE III

LORILLARD

| Brand | Philip Morris CO, mg/cigt. | TITL CO, mg/cigt. | PM-TITL Difference |
|---|---|---|---|
| Triumph Menthol 85 | 2.8 | 2.9 | -0.1 |
| Kent III 85 | 3.2 | 3.2 | 0 |
| Triumph 85 | 3.5 | 3.3 | +0.2 |
| True 85 | 4.5 | 5.6 | -1.1 |
| True Menthol 85 | 5.0 | 5.7 | -0.7 |
| Kent III 100 | 5.8 | 6.5 | -0.7 |
| Golden Lights 85 | 6.8 | 7.7 | -0.9 |
| Golden Lights Menthol 85 | 7.3 | 7.6 | -0.3 |
| Aspen Menthol 100 | 7.7 | 9.2 | -1.5 |
| Golden Lights 100 | 8.2 | 7.6 | +0.6 |
| Old Gold Lights 85 | 8.5 | 9.8 | -1.3 |
| Golden Lights Menthol 100 | 8.6 | 8.3 | +0.3 |
| True Menthol 100 | 9.2 | 11.5 | -2.3 |
| True 100 | 9.4 | 10.2 | -0.8 |
| Newport Lights 85 | 9.5 | 9.8 | -0.3 |
| Aspen Menthol 85 | 10.2 | 9.4 | +0.8 |
| Kent 85 | 10.7 | 12.7 | -2.0 |
| Kent 100 | 12.1 | 13.3 | -1.2 |
| Kent 80 | 12.3 | 11.8 | +0.5 |
| Kent Menthol 100 | 13.5 | 12.9 | +0.6 |
| Newport 80 | 16.2 | 16.1 | +0.1 |
| Old Gold 85 | 17.4 | 17.0 | +0.4 |
| Newport 85 | 17.4 | 17.1 | +0.3 |
| Spring 100 | 17.6 | 17.1 | +0.5 |
| Old Gold 100 | * | 18.4 | - |
| Newport 100 | 19.7 | 19.4 | +0.3 |
| NON-FILTERED BRANDS[1] | | | |
| Old Gold Straights (NF) | 16.4 | 17.6 | -1.2 |

*Old Gold 100 changed in 1979 lowering CO level from 20.4 to 17.2 mg/cigt.

[1]Philip Morris data was obtained using the standard dental dam; TITL smoked non-filtered brands using sleeving.



Source: https://www.industrydocuments.ucsf.edu/docs/mzvl0001